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AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

1-6. (Previously Canceled)

7. (Previously Amended) A lamp comprising:

a reflector housing including a reflective portion, a heel portion and a nose, wherein the nose includes an opening;

a light source disposed in said reflector housing;

a pair of leads connected to said light source;

an eyelet protruding completely through the opening in the nose and receiving one of said leads, said eyelet includes a tubular portion and a flange, wherein the tubular portion comprises a wall having a substantially uniform thickness from the first end to the second end and having substantially homogenous strength characteristics throughout the length of the tubular portion; and

a positioning member disposed in the heel portion of said reflector, said positioning member including an opening, the opening receiving said light source.

8. (Previously Canceled)

9. (Canceled)

10. (Original) The lamp of claim 7, further comprising a shoulder protruding inwardly from a wall of the heel portion, wherein said positioning member rests on said shoulder.

11. (Original) The lamp of claim 10, wherein said positioning member rests on said shoulder with no greater force than the weight of said positioning member, and said light source.

12. (Original) The lamp of claim 7, wherein the opening in the nose has a first diameter at a surface of the nose facing the reflective portion and a second larger diameter at a surface facing away from the reflective portion.

13. (Original) The lamp of claim 7, wherein said eyelet includes a swaged portion engaging said nose.

14. (Original) The lamp of claim 7, wherein said positioning member includes a pair of tabs positioned on opposite sides of the opening in the positioning member, wherein the tabs engage the light source.

15. (Original) The light source of claim 7, wherein said positioning member consists essentially of aluminum.

16. (Previously Amended) A lamp comprising:
a reflector housing including a nose;
a light source disposed in said reflector housing;
a pair of leads extending from said light source;
a positioning member including an opening, said positioning member receives said light source in the opening wherein said positioning member is adapted to be received in said reflector housing to axially align said light source in said reflector housing; and

a shoulder disposed in said housing, said positioning member resting on said shoulder wherein said shoulder is adapted to vertically align said light source in said reflector housing, said shoulder extends upwardly from said nose such that said positioning member aligns said light source in said reflector housing with no greater force exerted by said positioning member on said shoulder than the weight of said positioning member and said light source.

17. (Previously Canceled)

18. (Original) The lamp of claim 16, wherein said reflector housing includes an opening and further comprising an eyelet protruding through an opening in the reflector housing, wherein the eyelet includes portions extending out of each side of the opening.

19. (Original) The lamp of claim 18, wherein said eyelet includes a flange that rests on a first side of said reflector housing and a swaged portion that engages a second side of said reflector housing.

20. (Previously Amended) A lamp comprising:
a reflector housing including a heel portion, a nose and a radial shoulder, the nose enclosing the heel portion and having an eyelet opening, the radial shoulder extending inwardly from the heel portion;
an eyelet received in the eyelet opening;
a positioning member including a light source opening, said positioning member contacting the shoulder;
a light source received in the light source opening;
a pair of leads extending from said light source, at least one lead being received by said eyelet, said eyelet being mechanically fastened to the at least one lead without the at least one lead being in tension.

21. (Previously Amended) The lamp of claim 20, wherein said eyelet includes a tubular portion having a first end, a second end and a flange at the first end of the tubular portion, wherein the tubular portion comprises a wall having a substantially uniform thickness from the first end to the second end.

22. (Previously Amended) The lamp of claim 20, wherein said eyelet includes a tubular portion and a flange, wherein the tubular portion has substantially homogenous strength characteristics throughout the length of the tubular portion.

23. (New) A lamp comprising:

a reflector housing including a reflective portion, a heel portion and a nose, wherein the nose includes an opening;

an eyelet including a tubular portion having a first end, a second end and a flange at the first end, said eyelet tubular portion protruding completely through the opening in the nose whereby the flange seats on a surface of the nose internal to the reflector housing;

a generally non-elastic positioning member disposed in the heel portion of said reflector housing and including an opening;

a light source having a lead connected thereto;

the light source disposed in the positioning member opening thereby positioning the light source in the reflector housing;

the light source lead extending through the eyelet tubular portion to the second end;

the eyelet mechanically fastened to the lead.

24. (New) The lamp of claim 23 wherein the eyelet tubular portion has a substantially homogeneous strength characteristic therethrough.

25. (New) The lamp of claim 23 wherein the tubular portion of the eyelet extending from the outer surface of the nose is deformed to fasten the eyelet to the outer surface of the nose.

26. (New) The lamp of claim 23 further comprising a shoulder protruding inwardly from a wall of the heel portion, wherein the positioning member rests on the shoulder with a force no greater than the weight of the positioning member and the light source.

27. (New) A lamp assembly including a reflector housing and a light source having leads mounted within the reflector housing, whereby the light source is axially, diametrically and vertically aligned within the housing without creating tension on the light source leads, wherein:

the reflector housing includes a reflective portion, a heel portion and a nose, wherein the nose includes an opening;

an eyelet including a tubular portion having a first end, a second end and a flange at the first end, protrudes completely through the opening in the nose whereby the flange seats on a surface of the nose internal to the reflector housing and the tubular portion of the eyelet extending from the outer surface of the nose is deformed to fasten the eyelet to the outer surface of the nose;

a generally non-elastic positioning member including an opening is disposed in the heel portion of said reflector housing;

said light source lead extends through the eyelet tubular portion to the second end; and

said eyelet is mechanically fastened to said lead.